

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

April 20, 2000  
MAG Office, Suite 200, Saguaro Room  
302 North 1<sup>st</sup> Avenue  
Phoenix, Arizona

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman	Karen Shurko, Goodyear
Debbie Kohn, Avondale	*Horatio Skeete, Litchfield Park
*Joe Blanton, Buckeye	Anne Blech, Mesa
*Usama Abujbarah, Cave Creek	Shiloh Thatcher for Neil Urban, Maricopa County
Bob Pazera, Chandler	Tim Loughrin, Peoria
*Eddie Rios, El Mirage	Remy Autz, Phoenix
Geir Sverdrup, Fountain Hills	Harry Higgins, Scottsdale
*Tina Notah, Gila River Indian Community	Rosalinda Herrera, Surprise
*Ralph Vasquez, Gila Bend	*Neil Calfee, Tempe
James Holland, Glendale	*Jerry Stricklin, Wickenburg
Duncan Miller, Paradise Valley	*Dick Gregory, Youngtown
	Beverly Turner, Gila Bend

\*Those members neither present nor represented by proxy.

OTHERS IN ATTENDANCE

Dana Pasciak, Glendale	Foster Burton, Citizen
Tim Tilton, Phoenix	Anubhav Bagley, MAG
Joanie Mead, Scottsdale	Kelly Taft, MAG
Susan Abbott, Bureau of the Census	Harry Wolfe, MAG
Betty Jeffries, DES	
Kyle McMaster, Chandler	

1. Call to Order

The meeting was called to order by Chairman George Pettit at 10:06 a.m.

2. Call to the Audience

There were no requests from the audience to address the MAG POPTAC.

3. Approval of Meeting Minutes of March 16, 2000

It was moved by Harry Higgins seconded by Shiloh Thatcher and unanimously recommended to approve the meeting minutes of March 16, 2000.

4. Initial Response Rates for Census 2000

Harry Wolfe provided an update on the Initial Response Rates for Census 2000. He explained that the Initial Response Rate refers to the percentage of questionnaires filled out and returned to the Census Bureau, prior to Bureau efforts to contact households that did not respond to the questionnaire. A table with Initial Response Rates as of April 19<sup>th</sup> was distributed. The target Initial Response Rate for each member agency is calculated by adding 5% to the Initial Response Rate from the 1990 Census. A map with the Initial Response Rates by census tracts in MAG member agencies for April 11, 2000 was also distributed. Mr. Wolfe stated that a new map with updated response rates by tracts would be prepared if the data is made available by the Census Bureau.

Debby Kohn asked if the Census Bureau was going to look at the response rates and provide information regarding the efficacy of the money spent on publicity programs. Mr. Wolfe said he would look into it. He also noted that though the map may not be absolutely correct, (the red area in Chandler refers only to a small number of households) this information will be extremely useful for Census enumerators in determining the areas of focus.

5. Non-Response Follow-Up

Harry Wolfe stated that beginning April 27, 2000 the Census Bureau will initiate "Nonresponse Follow-Up" operations. Census enumerators will be calling and visiting households that did not return their census questionnaire. There will be six attempts made to contact a household, which include three phone call and three personal visits. If the enumerator is still unable to contact the household, they will try to get the information from the neighbors failing which they will take the characteristics from the surrounding areas. Harry suggested that the publicity efforts were even more important for this phase of the census. It is important to make people aware about the positive reasons for the census and also rebut any negative and false information. The State of Arizona has allotted \$150,000 for promotion efforts.

Remy Autz questioned the status of the Update Leave areas. Harry informed him that the initial response rates included these areas. This was confirmed by Susan Abbott from Bureau of the Census. George Pettit questioned Ms. Abbott about census training facilities. He wanted to know if the cities could do anything to help the Bureau's efforts. Ms. Abbott explained that the local census offices may have ideas on this. Also she suggested that local personnel who are known in the communities should be involved to persuade people to respond to the questionnaire.

The Chairman, George Pettit noted that Ms. Abbott was leaving her present position and wished her the best in her endeavors.

6. Publicity for Census 2000

Kelly Taft, MAG Communications Program Manager, provided a report on the Census Media Outreach Group's efforts to promote Census 2000. She indicated that there were numerous questions and concerns as to the reasons people did not respond to the Census questionnaire. To help the jurisdictions explain reasons for the questions in the Long Form, Harry Wolfe and Kelly have put together a paper explaining the necessity of each question and its use. This was emailed along with the agenda.

Ms. Taft also reported that Delia Garcia from the State Census Bureau, had indicated that the State of Arizona has set aside \$150,000 for assistance in outreach programs. Application forms from the jurisdictions are due by 5 PM May 3<sup>rd</sup>, 2000. Copies of these forms were distributed. Kelly also indicated that the best way to encourage people to respond to the forms is thru local groups rather than using media and politicians. A one-on-one approach is needed. A list of key messages is being put together by a sub-committee and will be distributed to member agencies. She invited the members to email her key messages they felt should be included in the list.

George Pettit asked about final reconciliation of the money collected by City of Phoenix. Kelly informed him, that this money was all spent, but a lot of the effort was negated by the recent illegal immigrant raid conducted by INS and the resultant negative media coverage.

7. Recruiting Effort for Census 2000

Susan Abbott reported that the Local Census Offices in the region are continuing their efforts to recruit census enumerators. The new target for the local census offices is to have 120% of their recruiting done by April 30, 2000. North Phoenix office with 123% had achieved this goal, while the Mesa office had 107%, Phoenix South had 96%, and Scottsdale office had 101%. Offices which had achieved their goal were still testing, but not as aggressively, while others were still striving to reach their target.

8. Address Update Programs

Harry Wolfe reported that of the 16 MAG member agencies in the Mailout/Mailback area, 13 have filed appeals. In addition 12 member agencies have provided updated information for the new construction program. A table with the number of addresses submitted and accepted was distributed with the agenda. Harry stated that the Census Bureau has emphasized that the acceptance of these addresses does not automatically guarantee that the residents will be counted. The Census Bureau officials still need to be able to locate the addresses and contact the residents.

9. Statistical Areas Program

Shiloh Thatcher from Maricopa County reported that the County had received maps for the Census 2000 Participant Statistical Areas Program. These maps identify Census Tract and Block Group changes that have been proposed by member agencies and accepted by the Census Bureau. Email had been sent to all member agencies regarding the availability of these maps for review. Member agencies can look at the maps till May 15, 2000. Shiloh also reported that she has been informed that digital files of these maps have been sent to their offices. Every effort will be made to send these digital files to member agencies at the earliest.

Ms. Thatcher noted that the maps are available on the digitizer in the Maricopa County office. A computer with ArcView and Microsoft Office products are also available for use. She indicated that their office had recently moved and the new address was: 411 N. Central, 3<sup>rd</sup> floor, Phoenix. Debby Kohn wanted to know if copies of the maps were available. Ms. Thatcher stated that maps could not be distributed, as other jurisdictions might require them. Copies of a few maps could be made.

10. Building Completion Status Report

Harry Wolfe reported that the Residential building completions for the quarter ending March 31, 2000 are due on May 1, 2000. He requested member agencies to make every effort to forward these completions, as well as any outstanding completions from previous quarters, as soon as possible. These permit completions will be used to estimate July 1, 2000 Maricopa County Population Updates by the Arizona Department of Economic Security. A table distributed along with the agenda included the completions data by units type. This was felt necessary to avoid inadvertently omitting particular unit types.

11. Use of Maricopa County Assessor's Office Residential Completion Data

Harry Wolfe reported that a forum with members of the POPTAC and the Building Permit contact people who work with the Assessor's Office would be organized sometime in June. The purpose of the forum would be to reinforce the importance of supplying accurate data and to discuss ways to enhance the process. Mr. Wolfe noted that in the POPTAC Ad Hoc Subcommittee meeting, Anne Blech of Mesa had put forward an idea to create a ftp site and put all the data on it. This could enhance and ease the update process. Mr. Wolfe also indicated, that the outcome of the forum would be brought to the POPTAC and then be presented to the MAG Management Committee and Regional Council.

12. Water Service Area Resident Population Updates for July 1, 1999

Harry Wolfe reported that the Arizona Department of Water Resources (ADWR) had received three comments on the Water Service Area Resident Population Updates. These comments were unresolved and presently MAG staff was not aware of the nature of these comments. In light of this fact, Harry stated that he did not feel it was prudent to recommend the approval of these Updates. The approval of the Updates was deferred to the next meeting.

13. Date of Next Meeting

George Pettit stated that the next meeting of the MAG POPTAC will be held on Thursday, May 18, 2000.

The meeting adjourned at 10:45 am.